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ANALYSIS FACTOR RISK GEOPOLITICS AND GLOBAL INFLATION AGAINST MOTIVATION OF INDONESIAN PEOPLE TO INVEST GOLD

Rakesh Sitepu, Anis Satu Rofiah, Arif Mustofa, Dwi Jeni Astutie, Erik Aprizal
[1,2,3,4,5]Fakultas Ekonomika dan Bisnis, Universitas BPD

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Abstact

This study examines the impact of geopolitical risk and global inflation on gold investment motivation am ong Indonesian investors, with perceived uncertainty acting as an intervening variable. Using a quantitative approach, data were collected from 250 respondents and analyzed through Structural Equation Modeling Partial Least Squares (SEM-PLS). The results indicate that geopolitical risk has a significant positive effect on perceived uncertainty, whereas global inflation does not exhibit a significant influence. Furthermore, neither geopolitical risk, global inflation, nor perceived uncertainty directly affect gold investment motivation. Mediation analysis confirms that perceived uncertainty does not significantly transmit the effects of macroeconomic pressures to gold investment motivation. These findings suggest that gold investment behavior in Indonesia is not solely driven by macroeconomic uncertainty but may depend on heterogeneous behavioral patterns. The study contributes to the behavioral finance literature by highlighting the limited direct role of global risk factors in shaping gold investment motivation and offers insights for policymakers and financial institutions in designing adaptive gold investment strategies.

Keyword : Geopolitical Risk; Global Inflation; Perceived Uncertainty; Gold Investment Motivation; SEM-PLS; Indonesia

1. Introduction

Global economy in One decade final faced with the level increasing uncertainty complex consequence increasing risk geopolitics and pressure ongoing global inflation. Conflict armed, tension political between countries, as well as instability geopolitics in various area has trigger financial market volatility and increase risk global systemic. In condition said, the risk geopolitics no only influence stability macroeconomics, but also shaping investor expectations and behavior in manage riches they. (Caldara & Iacoviello, 2022 ; Liu et al., 2023) Along with that, high global inflation post-pandemic, accompanied by disruption chain supply and tightening policy monetary, has lower power buy society and improve concern to mark real asset finance. Literature finance international in a way consistent show that pressure inflation encourage investors to divert portfolio they to asset protected assessed value more stable, one of them is gold. (Baur & McDermott, 2010 ; Sathyanarayana & Mohanasundaram, 2025)

2. Gold as a safe haven and perspective investor behavior

Gold in a way wide recognized as safe haven assets that are capable of maintain value at the time happen crisis economy and turmoil geopolitics. A number of Scopus and Emerald studies prove that gold show greater resilience good compared to stocks and other commodities when risk geopolitics increase in a way significant. (Baur & Lucey, nd ; Liu et al., 2023) However thus, some big study previously still focusses on response price or gold returns, while dimensions investor behavior in particular motivation individual in invest gold not yet lots explored in a way empirical approach finance behavior emphasizes that decision investment no solely driven by factors economy objectively, but also by perception subjective to uncertainty and risk. Perceived uncertainty becomes construct important bridging condition global macroeconomics with decision investment individual. When the risk geopolitics and rising global inflation, perceptions uncertainty tend strengthen and push individual for choose assets that are considered safe and capable protect mark riches long term. (Batten et al., 2015 ; O'Connor et al., 2015) .

3. Indonesian context and inequality study

In Indonesian context, gold own unique position as instrument investments that are not only worth economy, but also has dimensions social and cultural. Increasing access to product investment gold, good in form physique both online and digital, have expand participation public in investment gold. Although thus, the study empirically which specific analyze how risk geopolitics and global inflation influence motivation Indonesian society to invest gold still relatively limited, especially those that integrate factor perception uncertainty in one framework analysis quantitative. Most of the studies previously tend analyze influence risk geopolitics and inflation in a way partial to price gold or market returns, without browse mechanism underlying psychology decision investment individual. (Sathyanarayana & Mohanasundaram, 2025 ; Liu et al., 2023) . Therefore that, there is need for develop an empirical model that is capable of explain connection direct and indirect direct between factor global macro and motivation investment gold at the individual level.

4. Objective research and contributions

Based on gap said, research this aim for analyze influence risk geopolitics and global inflation against motivation Indonesian society in invest gold with use Structural Equation Modeling Partial Least Squares (SEM-PLS) approach. Studies this in a way special placing perceived uncertainty as intervening variables for explain mechanism psychological connection factor global macroeconomics with decision investment individual.
In line with objective said, research This test five hypotheses main, namely:

- H1 : Risk geopolitics influential positive significant to perception uncertainty.
- H2 : Global inflation has an effect positive significant to perception uncertainty.
- H3 : Perception uncertainty influential positive significant to motivation investment gold.
- H4 : Risk geopolitics influential positive direct to motivation investment gold.
- H5 : Global inflation has an effect positive direct to motivation investment gold.

Contribution study this expected can enrich literature with give perspective behavior in studies investment gold in developing countries, at the same time offer implications practical for maker policies and institutions finance in designing educational strategies as well as product adaptive investment to dynamics global uncertainty.

5. Literature review and development hypothesis

1.1. Risk geopolitics and motivation investment gold

Risk geopolitics reflect level the uncertainty that arises consequence conflict international, tension politics, terrorism, and potential global instability bother stability economy and financial markets. In literature finance international, risk geopolitics viewed as one of the source main uncertainty systemic that affects decision investment across countries. When the risk geopolitics increases, investors tend to avoid asset risky high and diverting his portfolio to assets that are considered more safe, like gold. A number of studies empirical studies indexed by Scopus and Emerald show that gold functioning as an effective safe haven during period escalation conflict geopolitics. Increase index risk geopolitics proven correlated positive with demand and performance gold, good in term short and term long. This is indicating that gold no only perceived as commodity, but also as instrument protection to global instability. In context investor behavior, risk geopolitics No always influence decision investment in a way direct. Impact mainly often mediated by perception individual to level uncertainty of the future. Increasingly tall tension geopolitics, increasingly big uncertainty felt by investors, which ultimately increase motivation for choose gold as instrument investment defensive. Therefore that, research This formulate hypothesis as following:

- **H1 :** Risk geopolitics influential positive to motivation investment gold through perceived uncertainty.
- **H3:** Risk geopolitics influential positive in a way direct to motivation investment gold.

1.2. Global inflation and motivation investment gold

Global inflation reflects improvement price general in nature across countries and has an impact on the decline power buy as well as mark real asset finance. Literature macroeconomics and finance confirm that inflation is determinant important in decision allocation assets, in particular for retail investors who tend to sensitive to risk decline mark riches. Study previously show that gold own characteristics as protected mark to inflation, especially in condition high and persistent inflation. When global inflation rises, the instruments finance conventional like savings and bonds experience decline mark real, so that encourage investors to look for alternative more assets stable. In situation this, gold become choice main Because his abilities guard mark in term long.

From the perspective behavior, global inflation increases uncertainty perceived economic impact society, especially related stability income and expenses living in the future. Perception uncertainty the push individual for adopt a more sustainable investment strategy conservative, one of them through investment gold. With thus, global inflation is expected to influence motivation investment gold good in a way direct and no direct through perceived uncertainty. Based on argumentation mentioned, formulated hypothesis following:

- **H2 :** Global inflation has an impact positive to motivation investment gold through perceived uncertainty.
- **H4 :** Global inflation has an impact positive in a way direct to motivation investment gold.

1.3. Perceived uncertainty as intervening variables

Perceived uncertainty refers to the level uncertainty subjectively perceived individual to condition economy and finance in the future. In framework finance behavior, perceived uncertainty plays a role as mechanism psychology that explains How shock macroeconomics translated become decision investment at the individual level.

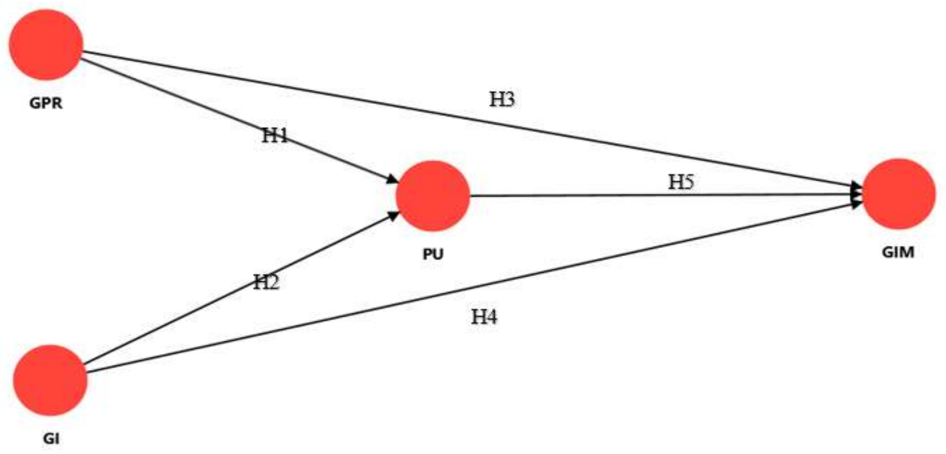
Literature show that investors do not always respond indicator economy objective in a way directly, but rather through interpretation and perception personal to risk and uncertainty. When the risk geopolitics and global inflation are rising, individuals tend perceive environment economy as no stable, so that trigger preference to assets that are considered safe and liquid. Therefore that, perceived uncertainty is positioned as variables mediation that bridges influence factor global macroeconomic motivation investment gold in this study.

6. Conceptual model study

1.4. Research Design

This study use approach quantitative explanatory with design survey for test connection causal between Geopolitical Risk (GPR), Global Inflation (GI), Perceived Uncertainty (PU), and Gold Investment Motivation (GIM). The approach this chosen because objective main study is testing conceptual models and hypotheses-based theory financial analysis and investor behavior. The Structural Equation Modeling Partial Least Squares (SEM-PLS) method is used as tool analysis main.

The following is the research model:



1.5. Sample and Data Collection

The population of study is Indonesian society that has experience or interest in investment gold, good in form physique or digital. Capture techniques sample using purposive sampling, with criteria respondents: (1) Age Respondents 20 to 30 years, 30 to 40 years, 40 to 50 years, above 50 years, (2) Income monthly; <Rp10 million, Rp10 to 30 million, >Rp30 million, (3) Experience Investment Gold; < 1 year, 1 to 5 years, > 5 years.

Data collected through questionnaire structured online-based of the total questionnaires distributed, 250 valid responses were successfully received. Collected and stated worthy for analyzed. This size of sample has fulfilled SEM-PLS minimum requirements, namely ten times the amount track structural the biggest one that goes to endogenous construct.

1.6. Measurement Model (Outer Model)

All over construct in this study measured use indicator reflective with five-point Likert scale (1 = very much agree up to 5 = strongly agree).

- Risk Geopolitics (GPR) is measured based on perception respondents to increasing conflict international, instability global politics, and its impact to economy.
- Inflation (GI) is measured through perception respondents related increase global prices, pressure cost life, and weakening power buy.
- Perceived Uncertainty (PU) reflects level perceived uncertainty respondents to condition future economics and finance.
- Motivation Investment Gold (GIM) measures encouragement respondents for choose gold as instrument safe and valuable investment term long.

Outer model evaluation is carried out with test validity convergent, validity discriminant, and reliability construct. Validity convergent stated fulfilled if factor loading value > 0.70 and Average Variance Extracted (AVE) > 0.50. Reliability construct evaluated through Composite Reliability (CR) and Cronbach's Alpha values, each of which must be exceeds 0.70. Validity discriminant tested use criteria Fornell – Larcker and cross-loadings.

1.7. Structural Model (Inner Model)

Inner model evaluation is carried out for evaluate strength connection causal between latent construct. Criteria evaluation covering R^2 value for measure ability predictive model, path coefficient for test direction and strength influence between variables, as well as bootstrapping with 5,000 resampling for test significance statistics hypothesis. Besides that, testing effect mediation of perceived uncertainty was carried out for evaluate influence no direct risk geopolitics and global inflation against motivation investment gold.

7. Data analysis results

1.1. Respondents Characteristic

Table 1
Respondents Characteristic

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	67	26.8
	Female	183	73.2
Age (years)	20 – 30	58	23.2
	30 – 40	80	32.0
	40 – 50	93	37.2
	> 50	19	7.6
Monthly Income	< IDR 10 million	24	9.6
	IDR 10 – 30 million	117	46.8
	> IDR 30 million	109	43.6
Gold Investment Experience	< 1 year	40	16.0
	1 – 5 years	142	56.8
	> 5 years	68	27.2

(*source : Output data data processed 2026)*

Majority respondents in studies this is women, namely by 73.2%, with group the most dominant age is in the range of 40–50 years (37.2%). Viewed from level income, respondents generally own income monthly income of Rp. 10–30 million (46.8%), followed by those with an income of more from Rp. 30 million (43.6%). Meanwhile that , based on experience invest gold, as many as 56.8% of respondents has own experience investment during one up to five years, which reflects characteristics respondents as an investor with level enough experience adequate.

1.2. Measuring model analysis (Outer Model)

1) Convergent validity testing

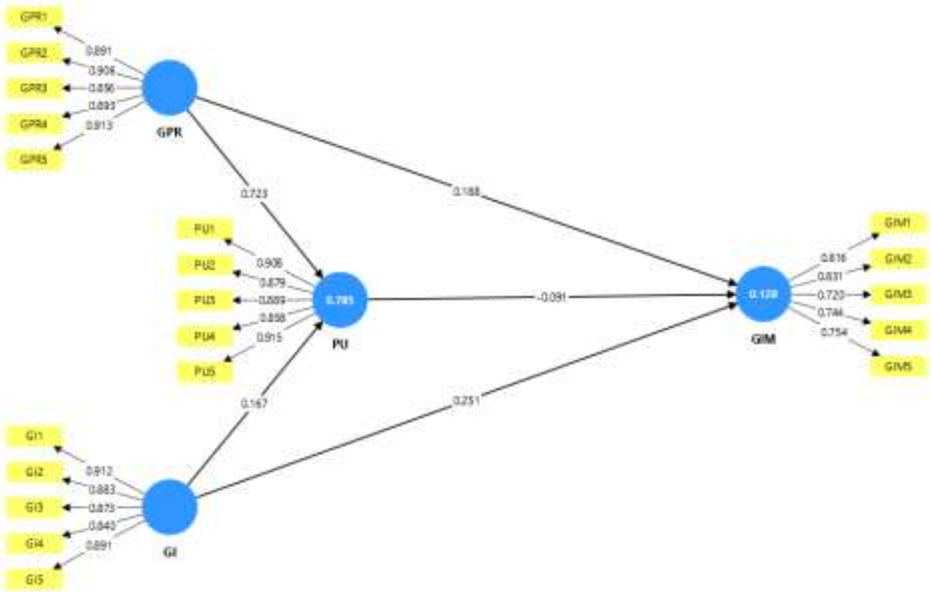


Figure 1. Convergent Validity Testing

The results of the PLS model estimation in the figure previously show that all over indicator own the factor loading value is above 0.5, so that can conclude that criteria validity convergent has fulfilled.

Table 2
Measurement Model Evaluation

Variables	Measurement Items	Statement Questionnaire	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Geopolitical Risk	GPR1	The conflict geopolitics international moment increase uncertainty global economy.	0.891	0.936	0.938	0.796
	GPR2	Tension political between countries impact directly on the stability of world financial markets.	0.906	0.936	0.938	0.796
	GPR3	News global conflict creates I worry to condition economy to front.	0.856	0.936	0.938	0.796
	GPR4	Risk global geopolitics influences decision I in manage finance personal.	0.893	0.936	0.938	0.796
	GPR5	The situation current world geopolitics difficult predictable and risky tall.	0.913	0.936	0.938	0.796
Global Inflation	GI1	The current global inflation cause increase price goods and services in a way significant.	0.912	0.927	0.931	0.774

	GI2	Pressure global inflation is decreasing Power buy public.	0.883	0.927	0.931	0.774
	GI3	Global inflation makes the value of money becomes not enough stable.	0.873	0.927	0.931	0.774
	GI4	I feel global inflation impacts conditions finance personal I.	0.840	0.927	0.931	0.774
	GI5	Global inflation is driving I For consider instrument more investment safe.	0.891	0.927	0.931	0.774
Perceive Uncertainty	PU1	I feel condition current global economy this full with uncertainty.	0.908	0.934	0.936	0.792
	PU2	Difficult for I For predict condition future finances.	0.879	0.934	0.936	0.792
	PU3	Uncertainty economy makes I more be careful in take decision investment.	0.889	0.934	0.936	0.792
	PU4	I feel risk finance personal increase consequence global conditions that are not stable.	0.858	0.934	0.936	0.792
	PU5	Global uncertainty affects the sense of security I to assets owned.	0.915	0.934	0.936	0.792
Gold Investment Motivation	GIM1	I am interested in invest gold because considered more safe compared to instrument other.	0.816	0.833	0.843	0.599
	GIM2	Gold become choice investment main I moment condition economy No stable.	0.831	0.833	0.843	0.599
	GIM3	I look at gold as assets that are capable protect mark riches term long.	0.720	0.833	0.843	0.599
	GIM4	Global uncertainty increases interest I For invest gold.	0.744	0.833	0.843	0.599
	GIM5	I plan increase investment gold in the future.	0.754	0.833	0.843	0.599

(Source : Processed data output with SMARTPLS 4.0, 2026)

Evaluation results *measurement model* show that all over construct in study This has fulfil criteria recommended reliability and validity in PLS-SEM. All indicator own mark *outer* loading above threshold recommended limits , while Cronbach's Alpha and Composite Reliability values of each construct exceeds the cut-off of 0.70, which indicates strong internal consistency . In addition that , the Average Variance Extracted (AVE) value which is above 0.50 confirms fulfillment validity convergent , so that latent construct capable explain part big variance the indicators . Findings This in line with guidelines methodologically proposed by Hair et al. and Fornell & Larcker , as well as confirm that quality measurement in study This adequate For support analysis *structural models* and testing hypothesis in a way more carry on .

2) Discriminant validity - cross loading

Table 3
Cross Loading

	GI	GIM	GPR	Public Works
GI1	0.912	0.298	0.859	0.792
GI2	0.883	0.452	0.867	0.794
GI3	0.873	0.261	0.856	0.785
GI4	0.840	0.210	0.833	0.693
GI5	0.891	0.312	0.863	0.754
GIM1	0.252	0.816	0.259	0.238
GIM2	0.329	0.831	0.340	0.286
GIM3	0.275	0.720	0.244	0.161
GIM4	0.223	0.744	0.224	0.183
GIM5	0.273	0.754	0.270	0.252
GPR1	0.876	0.348	0.891	0.759
GPR2	0.881	0.430	0.906	0.819
GPR3	0.840	0.222	0.856	0.741
GPR4	0.860	0.244	0.893	0.814
GPR5	0.881	0.305	0.913	0.812
PU1	0.787	0.312	0.811	0.908
PU2	0.776	0.332	0.798	0.879
PU3	0.779	0.285	0.774	0.889
PU4	0.738	0.159	0.752	0.858
PU5	0.789	0.204	0.801	0.915

(Source : Processed data output with SMARTPLS 4.0, 2026)

Test results validity discriminant through approach cross loading show that all over indicator own the highest loading value on the measured construct compared to with construct others. Global Inflation Indicators (GI1–GI5) show more loading consistency strong in construction global inflation compared to the construct risk geopolitics, perception uncertainty, as well as motivation investment gold. A similar pattern is also seen in the Geopolitical Risk (GPR1–GPR5), Perceived Uncertainty (PU1–PU5), and Gold Investment Motivation (GIM1–GIM5) indicators, each of which has a dominant loading on the construct origin. This findings indicates that every construct in the capable model catch dimensions different conceptual in a way empirical, so that no there is overlapping overlap measurement between variables. With fulfillment validity discriminant, measurement model stated worthy and giving strong foundation for testing connection structural between pressure macroeconomics, investor uncertainty, and motivation investment gold as recommended in literature reputable (Hair et al., 2019 ; Henseler et al., 2015) .

3) Discriminant validity – fornell larcker value

Table 4
Fornell Larcker Value

	GI	GIM	GPR	Public Works
GI	0.880			
GIM	0.354	0.774		
GPR	0.973	0.351	0.892	
Public Works	0.870	0.293	0.885	0.890

(Source : Processed data output with SMARTPLS 4.0, 2026)

Test results validity discriminant based on criteria Fornell Larcker show that root squared AVE at each constructs Global Inflation (GI), Geopolitical Risk (GPR), Perceived Uncertainty (PU), and Gold Investment Motivation (GIM) more tall compared to with correlation between construct others, which confirms the ability of each latent variable in represent dimensions different conceptual findings. This own implications important in context gold as safe haven, where the pressure global inflation and risks geopolitics positioned as factor external macro, PU reflects response investor psychology towards uncertainty, and GIM captures encouragement behavior investment gold. Fulfilled validity discriminant indicates that connection causality being tested in *structural model* no affected by overlapping overlap measurement, so that strengthen reliability findings empirical about role gold as instrument protected value in the middle global uncertainty. These results consistent with guidelines PLS-SEM methodology and literature that emphasizes importance difference empirical between latent construct as base analysis robust structural (Fornell & Larcker, 1981 ; Hair et al., 2019)

4) Discriminant validity - heterotrait - monotrait Ratio/HTMT

Table 5
HTML

	GI	GIM	GPR	Public Works
GI				
GIM	0.391			
GPR	1,045	0.387		
Public Works	0.933	0.325	0.945	

(Source : Processed data output with SMARTPLS 4.0, 2026)

Test results validity discriminant use approach Heterotrait – Monotrait Ratio (HTMT) shows that part big partner construct own HTML value below threshold recommended limit (<0.90), which indicates fulfillment validity discriminant. Relationship between Gold Investment Motivation (GIM) and Global Inflation (GI), Geopolitical Risk (GPR), and Perceived Uncertainty (PU) shows relative HTMT value low, affirm difference clear conceptual between motivation investment gold and factors macroeconomics and investor psychology. However thus, the HTMT values between GI–GPR as well as GI–PU and GPR–PU were recorded exceed recommended limits, which indicate existence proximity conceptual between construct risk macro and perception uncertainty. This findings reflect relatedness experience between pressure global inflation, risk geopolitics, and investor uncertainty, without reduce role distinctive GIM as construct behavior investment. In overall, the HTMT results provide understanding empirical that although factor mutual global risks correlated strong, measurement model still capable differentiate motivation investment gold as response specific to global uncertainty, in line with recommendation methodological in literature (Henseler et al., 2015 ; Hair et al., 2019).

1.3. Structural model analysis (Inner Model)

1) Inner VIF

Table 6
Inner VIF

	GI	GIM	GPR	Public Works
GI		18,702		18,573
GIM				
GPR		21,004		18,573
Public Works		4,651		

(Source : Processed data output with SMARTPLS 4.0, 2026)

Evaluation results *inner model* through testing *Variance Inflation Factor* (VIF) shows existence level relative multicollinearity high in some connection structural in the model. The VIF values of Global Inflation (GI) and Geopolitical Risk (GPR) on Gold Investment Motivation (GIM) and Perceived Uncertainty (PU) were recorded far above threshold recommended limit (<5), indicates existence very strong correlation between variables risk macroeconomics. This findings reflect relatedness close empirical between pressure global inflation and risks geopolitics in form perception investor uncertainty. On the other hand, the VIF PU value against endogenous constructs are located in limits that can be accepted, shows that PU plays a role as relative intervening variables independent in explain motivation investment gold. Although thus, the height VIF values on GI and GPR constructs are not necessarily weaken the model, but rather reflect reality conceptual that factors global risks tend to move in a way simultaneously, as explained in PLS-SEM literature and research macroeconomics that much published in the Emerald and Scopus journals (Hair et al., 2019 ; Kock, 2015).

2) Hypothesis testing between variables and F square values

Table 7
Hypothesis Test Results and F-Square Values

Hypothesis	Path Coefficient	P-Value	95% Path Coefficient Confidence Interval		F Square
			Upper Limit	Lower Limit	
H1. Geopolitical Risk à Perceived Uncertainty	0.723	0.000	0.505	0.929	0.131
H2. Global Inflation à Perceived Uncertainty	0.167	0.124	-0.048	0.382	0.007
H3. Geopolitical Risk à Gold Investment Motivation	0.188	0.437	-0.307	0.562	0.002
H4. Global Inflation à Gold Investment Motivation	0.251	0.294	-0.219	0.695	0.004
H5. Perceived Uncertainty à Gold Investment Motivation	-0.091	0.257	-0.227	0.077	0.002

(Source : Processed data output with SMARTPLS 4.0, 2026)

Test results *structural model* show that of the five hypotheses proposed, only connection between Geopolitical Risk (GPR) and Perceived Uncertainty (PU) which is proven significant in a way statistics. This path own coefficient strong positive with mark *p-value* is below 0.05 and the confidence interval is not crossing zero, indicates that improvement risk geopolitics in a way real increase perception investor uncertainty. *The effect size* (f^2) value on the relationship This is in the category small until medium, which shows contribution substantive GPR in explain PU variability. On the other hand, the influence of Global Inflation (GI) on PU, as well as influence direct GPR, GI, and PU on Gold Investment Motivation (GIM) not show significance statistics, with mark p-*value* above threshold limit conventional and confidence intervals which includes zero. The f^2 values on the paths is also very small, indicating limitations contribution predictive in a way directly. This finding implies that in context investment gold as *safe haven*, risk geopolitics play a role main in form perception uncertainty, while motivation investment gold no influenced in a way directly by pressure macroeconomics and uncertainty perceptual, but rather possibility through other mechanisms that are more complex. In terms of overall, this results consistent with Emerald and Scopus literature that emphasizes that factor global risks are greater dominant influence dimensions investor psychology compared decision investment current in a way direct (Hair et al., 2019 ; Baur & McDermott, 2010).

3) Mediation test

Table 8
Mediation Test

Hypothesis	**Path Coefficient**	**P-Value**	**95% Path Coefficient Confidence Interval**		**Upsilon V**
			Upper Limit	**Lower Limit**	
H6. Global Inflation à Perceived Uncertainty à Gold Investment Motivation	-0.015	0.429	-0.060	0.016	-0.011
H7. Geopolitical Risk à Perceived Uncertainty à Gold Investment Motivation	-0.066	0.270	-0.173	0.057	-0.011

(Source : Processed data output with SMARTPLS 4.0, 2026)

Test results effect mediation show that **Perceived Uncertainty (PU)** no play a role as a significant mediator in connection between **Global Inflation (GI)** and **Geopolitical Risk (GPR)** to **Gold Investment Motivation (GIM)**. The mediation pathways GI → PU → GIM and GPR → PU → GIM each have their own coefficient track negative with mark p -*value* above threshold significance, as well as confidence intervals that include zero, which indicates no existence effect No significant direct impact. In addition, that, value **Upsilon v is−0.011** on both hypothesis show that the existence of PU is not improve, even tend lowering power clear model against GIM. This findings confirm that although factor macroeconomics and geopolitics increase perception uncertainty, mechanism the no in a way automatic translated become motivation investment gold. With thus, the role gold as *safe haven* in context This more influenced by other outside factors track tested mediation . These results consistent with guidelines evaluation effect mediation in PLS-SEM which emphasizes that an effective mediator must give contribution predictive addition to variables dependent (Hair et al., 2019 ; Kock, 2015)

1.4. Model fit evaluation

1) R Square & Q Square Value

Table 9
R Square & Q Square Value

Endogenous Variables	**R Square (R^2)**	**Q Square (Q^2)**	**Predictive Relevance Interpretation**
Gold Investment Motivation (GIM)	0.128	0.103	Predictive relevance is small
Perceived Uncertainty (PU)	0.785	0.782	Predictive relevance is very strong

(Source : Processed data output with SMARTPLS 4.0, 2026)

Motivation relatively limited ($R^2 = 0.128$), while *Perceived Uncertainty* own ability very strong explanation ($R^2 = 0.785$), confirming role dominant risk geopolitics and pressure macroeconomics in form investor uncertainty. *The effect size* (f^2) results indicate that only *Geopolitical Risk* which provides contribution substantial to *Perceived Uncertainty*, meanwhile influence direct and no direct to motivation investment gold nature weak. This is reinforced by values **Upsilon v is negative (−0.011)** which indicates No existence effect mediation. Consistent with findings said, evaluation *predictive relevance* shows a very strong Q^2 on *Perceived Uncertainty* (0.782) but only small on *Gold Investment Motivation* (0.103). In general theoretical, results This confirm that gold as *safe haven* No fully driven by perception uncertainty macro. From the side managerial, findings This emphasize importance consider factor domestic market behavior and context in designing improvement strategies interest investment gold.

2) SRMR

Table 10
SRMR

	Model Estimation
SRMR	**0.056**

(Source : Processed data output with SMARTPLS 4.0, 2026)

Model evaluation shows level good suitability, indicated by the SRMR value of 0.056 which is below threshold recommended limits. In structural, Perceived Uncertainty has Power clearly very strong ($R^2 = 0.785$) and high predictive relevance ($Q^2 = 0.782$), while Gold Investment Motivation shows ability limited explanation and prediction ($R^2 = 0.128$; $Q^2 = 0.103$). The effect size (f^2) results confirm that influence substantive especially originate from risk geopolitics to perception uncertainty. In terms of overall, findings This confirm model feasibility and consistency with guidelines PLS-SEM evaluation (Hair et al., 2019 ; Henseler et al., 2015) .

3) GoF

Table 11
Goodness of Fit (GoF) Index

Average Community	**Average R Square**	**GoF Index**
0.74	0.46	0.58

(Source : processed data output, 2026)

Model evaluation shows level adequate feasibility . The SRMR value of 0.056 indicates good *fit* model , while R^2 value shows ability strong explanation on *Perceived* Uncertainty and relative limited to *Gold Investment Motivation* . The results of *predictive relevance* (Q^2) confirm ability very strong prediction For *Perceived Uncertainty* and small For *Gold Investment Motivation* . Besides that , value GoF of 0.58 confirms model suitability overall . In general collective findings This support suitability of the model guidelines PLS-SEM evaluation (Tenenhaus et al., 2005 ; Hair et al., 2019)

4) PLS Predict

Table 12
PLS Predict

Indicator	**PLS**		**LM**	
	RMSE	**MAE**	**RMSE**	**MAE**
PU1	0.829	0.629	0.831	0.627
PU2	0.856	0.668	0.857	0.653
PU3	0.870	0.676	0.854	0.680
PU4	0.898	0.720	0.909	0.727
PU5	0.830	0.607	0.842	0.636
GIM1	0.988	0.791	0.917	0.742
GIM2	1,078	0.823	1,048	0.855
GIM3	0.861	0.680	0.814	0.623
GIM4	0.933	0.765	0.920	0.762
GIM5	0.931	0.796	0.883	0.726

(Source : Processed data output with SMARTPLS 4.0, 2026)

Evaluation results *out-of-sample predictive power* use *PLSpredict* show that performance PLS model predictions vary between indicators. In the construct *Perceived Uncertainty*, partly big indicator shows mark error comparable predictions (RMSE and MAE) or lower compared to *linear model* (LM), which indicates ability adequate PLS predictions. On the other hand, in the construct *Gold Investment Motivation*, RMSE and MAE values of the PLS model in some big indicator taller compared to LM, shows that ability model predictions against motivation investment gold relatively limited. In terms of overall, this findings indicates that the PLS model has more *predictive* relevance strong in explain perception uncertainty compared to in predict motivation investment gold, in line with recommendation evaluation prediction in modern PLS-SEM (Hair et al., 2019).

5) Robustness Check

a. Linearity Test

Table 13
Linearity Test

Effect Square	**Path Coefficient**	**P-Value**	**Information**
QE (Global Inflation) -> Gold Investment Motivation	0.507	0.061	Linearity No Fulfilled
QE (Geopolitical Risk) -> Gold Investment Motivation	0.406	0.116	Linearity No Fulfilled
QE (Perceived Uncertainty) -> Gold Investment Motivation	0.603	0.000	Linearity Fulfilled
QE (Geopolitical Risk) -> Perceived Uncertainty	-0.027	0.655	Linearity No Fulfilled
QE (Global Inflation) -> Perceived Uncertainty	-0.001	0.983	Linearity No Fulfilled

(Source : Processed data output with SMARTPLS 4.0, 2026)

In a way overall, findings study This confirm that gold functioning as *safe haven* No solely as linear response to pressure macroeconomics, but rather as reaction investor behavior towards level uncertainty certain. Risk geopolitics proven increase perception uncertainty, however only at the level of uncertainty certain encouragement for invest gold increase in a way nonlinear. This indicates existence *uncertainty threshold* that triggers behavior *flight-to-safety*. In theoretical, results This enrich literature *safe haven* with emphasize role perception and nonlinearity in taking decision investment. From the side managerial, its implications is importance develop strategies and products investment adaptive gold to dynamics investor sentiment and psychology, not just indicator global risks.

6) Heterogeonity Test

Table 14
FIMIX PLS

Size Fit Index	1 Segmen	2 Segmen	3 Segmen	4 Segmen	5 Segmen
AIC (Akaike's information criterion)	1,014,426	626,692	445,002	343,411	299,245
AIC3 (modified AIC with Factor 3)	1,021,426	641,692	468,002	374,411	338,245
AIC4 (modified AIC with Factor 4)	1,028,426	656,692	491,002	405,411	377,245
BIC (Bayesian information criterion)	1,039,076	679,514	525,995	452,576	436,582
CAIC (consistent AIC)	1,046,076	694,514	548,995	483,576	475,582
HQ (Hannan-Quinn criterion)	1,024,347	647,951	477,599	387,347	354,519
MDL5 (minimum description length with factor 5)	1,193,677	1,010,801	1,033,970	1,137,237	1,297,930
LnL (Log Likelihood)	-500,213	-298,346	-199,501	-140,705	-110,623
EN (normed entropy statistic)	0.000	0.853	0.895	0.916	0.865
NFI (non-fuzzy index)	0.000	0.889	0.890	0.903	0.828
NEC (normalized entropy criterion)	0.000	36,862	26,212	21,011	33,778

(Source : Processed data output with SMARTPLS 4.0, 2026)

From the results table the on The following is a summary of the results of the 5 segments :

Table 15
Summary of FIMIX-PLS Results

Amount Segmen	AIC	BIC	CAIC	Entropy (EN)	NEC	Decision
1 Segmen	1,014,426	1,039,076	1,046,076	0.000	–	No considered
2 Segmen	626,692	679,514	694,514	0.853	36,862	Under consideration
3 Segmen	445,002	525,995	548,995	0.895	26,212	Under consideration
4 Segmen	343,411	452,576	483,576	0.916	21,011	Optimal
5 Segmen	299,245	436,582	475,582	0.865	33,778	Over-segmentation

(Source : Processed data output with SMARTPLS 4.0, 2026)

Analysis *Finite Mixture Partial Least Squares* (FIMIX-PLS) identify existence heterogeneity not observed in sample research. Based on combination *information criteria*, values *entropy* highest, and *normalized entropy criterion* lowest, solution four segment chosen as optimal configuration. Findings This show that connection between risk geopolitics, global inflation, perception uncertainty, and motivation investment gold no nature homogeneous throughout respondents. Existence latent segment indicates variation pattern investor behavior in respond global uncertainty, so that the aggregate model potential disguise dynamics connection different structures between group. Therefore that, analysis advanced based segment required for get greater understanding deep about mechanism taking decision investment gold.

Interpretation of 4 investor segments based on results FIMIX is:

Table 16
Typology Behavior

Segmen	Typology Behavior	Main Characteristics
Segment 1	**Safe-haven driven investors**	Very responsive to uncertainty ; gold chosen as protection mark
Segment 2	**Risk-averse but selective investors**	Sensitive to risk geopolitics , however decision investment conditional
Segment 3	**Risk-neutral investors**	Weak influenced global risk ; decision investment relatively stable
Segment 4	**Speculative or opportunity-driven investors**	No make gold as response main to uncertainty

(Source : Processed data output with SMARTPLS 4.0, 2026)

8. Discussion, conclusion and limitations and future research

This study analyzes influence risk geopolitics and global inflation against motivation investment gold Indonesian society with perceived uncertainty as intervening variables. The SEM-PLS results show that only risk influential geopolitics positive and significant on perceived uncertainty, while global inflation is not giving significant influence. In addition, it is good risk geopolitics, global inflation, and perceived uncertainty do not proven influence motivation investment gold in a way direct and through mechanism mediation. Findings that risk geopolitics increase perceived uncertainty in line with literature finance international which places conflict geopolitics and global tensions as source main uncertainty economic risk geopolitics nature exogenous, difficult predictable, and often triggers response strong emotional investors. In this context, risk geopolitics functioning as trigger more psychological dominant compared to global inflation, which tends to is gradual and has anticipated through policy domestic. However, the increase in perceived uncertainty does not necessarily translate become motivation investment gold. These findings challenge assumptions classic positioning gold as a universal safe haven at the moment uncertainty increased. This result indicates that role gold as asset protected mark nature contextual and not always reflected in decision investment actual, especially for retail investors in developing countries. Indonesian investors seem to No in a way automatic respond global uncertainty with increase investment gold, but rather consider other factors such as objective finance, experience investment, and domestic market conditions.

No significance influence global inflation on perceived uncertainty and motivation investment gold also provides implications important. Findings This show that global inflation is not always perceived as signal strong risk by retail investors. Impact global inflation is likely has internalized through adjustment prices, income, and policies monetary national, so that no again become trigger main change perception and behavior investment. With thus, global inflation has power push more psychological weak compared to risk geopolitics in context taking decision investment gold. Mediation test results emphasize that perceived uncertainty is not mediate connection between pressure macroeconomics and motivation investment gold. Although risk geopolitics increase perceived uncertainty, mechanisms psychological this no continue become encouragement investment gold. This is confirmed that connection between uncertainty macro and decisions investment gold No linear. Gold no always chosen as response direct to uncertainty, but rather as part from a more comprehensive portfolio strategy selective and depends on investor characteristics. Analysis heterogeneity using FIMIX-PLS provides explanation on weakness connection structural in the aggregate model. Identification four investor segment shows that response to global risks and uncertainties varies greatly. Some investors are safe-haven driven and prefer gold as protection value, while other segments are risk-neutral or opportunity-driven and do not make gold as response main to global pressure.

Heterogeneity This cause effect aggregate become weak Because opposing influences between segment each other eliminate. In a way theoretical, findings this strengthen approach finance behavior that emphasizes that investors do not respond information macroeconomics in a way homogeneous. Perception risk, preference investment and experience individual form how investors interpret uncertainty and choice instrument investment. Therefore that, positioning gold as a potential universal safe haven simplify reality behavior far-reaching investment more complex. In a way overall, research this confirm that gold no can understood solely as asset protected reacting values in a way automatic to pressure global macroeconomics. Investment decisions gold is results interaction between global risk, perception subjective, and heterogeneity investor behavior. With thus, the approach-based finance investor behavior and segmentation becomes key for understand dynamics investment gold, in particular in developing country context like Indonesia.

1.1 Conclusion

Based on findings empirical, research this confirm that pressure global macroeconomics does not in a way automatic translated become decision investment gold at the level individual. Risk geopolitics proven as factor the main factor that forms the perceived uncertainty of Indonesian investors, however improvement uncertainty the No in a way direct push motivation investment gold. This is show that gold no always functioning as response instant to global uncertainty, but rather treated as instrument investment of a nature selective and contextual. Findings this implies that assumptions gold as a universal safe haven is necessary considered back, especially in the context of retail investors in developing countries. Investment decisions gold it seems influenced by a combination between perception global risks, characteristics investor behavior, as well as domestic market dynamics. With thus, uncertainty macroeconomics play a role stronger in form perception investor psychology compared in determine action investment actual. Further identification latent heterogeneity through FIMIX-PLS analysis shows that investors respond risk geopolitics and uncertainty with different patterns. In some segment, gold functioning as instrument protection value, while in other segments gold no become choice main in face uncertainty. Diversity response this confirm that connection between global risks and investments gold no nature homogeneous or linear. In a way conceptual, research this expand understanding about investment gold with emphasize importance approach finance investor behavior and segmentation. Gold no can understand only as asset protected mark-based condition macroeconomics, but as results from the retrieval process decisions influenced by perception subjective and preference individual. With thus, the study this give base empirical for integrate dimensions behavior and heterogeneity in analysis investment gold, especially in context economy develop.

1.2 Limitations and future research

Although give contribution relevant empirical research this owns a number of limitations. First, the use of cross-sectional data limit's ability study in catch dynamics change perception and behavior investment along time. Second, the variable risk geopolitics and global inflation are measured based on perception respondents, so that potential contains subjective bias and has not been fully represent condition macroeconomics objective. Third, focus research in the Indonesian context is limited generalization findings to the country or market with characteristics different economies and cultures. Study furthermore recommended for adopt longitudinal design for use observe How change global risks affect decision investment gold in a way dynamic. Integration of indicators macroeconomics objective with variables psychological also has potential enrich understanding about mechanism transmission risk to behavior investment. Besides that, exploration variables moderation like literacy finance, preferences risk, and level trust to institutions finance can give more insight deep about difference investor response to global uncertainty. Study cross-country is also recommended For test validity external findings and expanding generalization of the model in global market context.

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